



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Great American Media
1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

Contract # 197150

Schedule Dates

09/27/12-10/03/12

Advertiser

DSCC (3527)

Agency

Great American Media (3111)

Product

Political-Political (1088)

Brand

EST 1891 9/27-10/3 (72096)

Salesperson

Monares, Barbara (1108)

Sales Office

WJLA - Core Team

Buyer Name

NAGELBERG,DAN

Phone/Fax

/

CPE

EST 1891 9/27-10/3

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

EST 1891 9/27-10/3

Date Entered 09/27/12

Last Modified 09/27/12

Entered By Barbara Monares

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$5,910.00

Net Total \$33,490.00

Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month Spots

Sep. 2012 11 \$23,300.00

Oct. 2012 10 \$16,100.00

Grand Total: 21 \$39,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/28/12-09/28/12	2	:30	11:59A- NEWS-ABC 7 NEWS @ NOON	1					1			1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)		9/27/12
2.0	Normal Line / SPOT	10/01/12-10/03/12	2	:30	11:59A- NEWS-ABC 7 NEWS @ NOON	1	X	X	X					1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)		9/27/12
3.0	Normal Line / SPOT	09/28/12-09/28/12	2	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)	1				1				1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/27/12
4.0	Normal Line / SPOT	10/01/12-10/03/12	2	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)	1	X	X	X					1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/27/12
5.0	Normal Line / SPOT	09/28/12-09/28/12	2	:30	12:57P- ABC-THE CHEW	1				1				1	\$900.00	\$900.00	WJLA Arlington (WJLA)		9/27/12
6.0	Normal Line / SPOT	10/01/12-10/03/12	2	:30	12:57P- ABC-THE CHEW	1	X	X	X					1	\$900.00	\$900.00	WJLA Arlington (WJLA)		9/27/12
7.0	Normal Line / SPOT	09/28/12-09/28/12	2	:30	3:58P- ABC-KATIE COURIC	2				1				1	\$1,700.00	\$1,700.00	WJLA Arlington (WJLA)		9/27/12
8.0	Normal Line / SPOT	10/01/12-10/03/12	2	:30	3:58P- ABC-KATIE COURIC	2	X	X	X					2	\$1,700.00	\$3,400.00	WJLA Arlington (WJLA)		9/27/12
9.0	Normal Line / SPOT	09/28/12-09/28/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA	1				1				1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		9/27/12
10.0	Normal Line / SPOT	10/01/12-10/03/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA	1	1	1	1					3	\$1,800.00	\$5,400.00	WJLA Arlington (WJLA)		9/27/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.



WJLA-TV/DT WASHINGTON, DC

WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

Great American Media
1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

Contract # 197150

Schedule Dates

09/27/12-10/03/12

Advertiser

DSCC (3527)

Agency

Great American Media (3111)

Product

Political-Political (1088)

Brand

EST 1891 9/27-10/3 (72096)

Salesperson

Monares, Barbara (1108)

Sales Office

WJLA - Core Team

Buyer Name

NAGELBERG,DAN

Phone/Fax

/

CPE

EST 1891 9/27-10/3

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

EST 1891 9/27-10/3

09/27/12

Date Entered

09/27/12

Last Modified

Barbara Monares

Entered By

No

CO-OP

Headline #

Demo

Normal

Order Type

Package Deal

15.00

Commission %

\$5,910.00

Commission

\$33,490.00

Net Total

Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month Spots

Sep. 2012 11

Oct. 2012 10

Grand Total: 21

Rate

\$23,300.00

\$16,100.00

\$39,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	6:58A- ABC-GOOD MORNING AMERICA SAT @ 5P							1		1	\$900.00	\$900.00	WJLA Arlington (WJLA)		9/27/12
12.0	Normal Line / SPOT	09/27/12-09/27/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P					1				1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		9/27/12
13.0	Normal Line / SPOT	10/01/12-10/03/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	1	X	X	X					1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		9/27/12
14.0	Normal Line / SPOT	09/27/12-09/27/12	2	:30	5:59P- NEWS-ABC 7 NEWS @ 6P					1				1	\$2,100.00	\$2,100.00	WJLA Arlington (WJLA)		9/27/12
15.0	Normal Line / SPOT	10/01/12-10/03/12	2	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1	X	X	X					1	\$2,100.00	\$2,100.00	WJLA Arlington (WJLA)		9/27/12
16.0	Normal Line / SPOT	09/29/12-09/29/12	2	:30	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		9/27/12
17.0	Normal Line / SPOT	09/30/12-09/30/12	2	:30	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		9/27/12
18.0	Normal Line / COLLEGE FOOTBALL	09/29/12-09/29/12	2	:30	3:28P- SPORTS-ABC COLLEGE FOOTBALL							1		1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		9/27/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Comments:

Date:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.